

# *The* STORAGRAM



*The RED WIDOW*  
by  
*The Kaufmann Players*

KAUFMANN'S • FIFTH AVENUE • PITTSBURGH



Printing #245-54

## “THE PLAY’S THE THING!”

*Kaufmann Players Rehearsing Every Night*



THE RED WIDOW, a musical comedy by Renard Wolf and Channing Pollock, is, on every count, the best vehicle our talented players have ever had. After last year's production, every newspaper in Pittsburgh praised the Kaufmann Players with unreserved enthusiasm. They said our play was the best amateur production ever staged in this city. And it was—but this year's is going to be better! The plot is full of thrilling situations; the music is tuneful. The costumes and the dancing—well, that's to be the big surprise! Mr. Frank Shea is going to break all his own records for turning out a finished production. In every sense, this show is entitled to our full and enthusiastic support. Let's fill the house every night!

COVER DESIGN BY  
*Ferdinand Sesti,*  
*of The Interior Decorating Department*



# The Stogram

Published monthly by and for the Fellow-workers of Kaufmann's.  
Printed and bound in our own printing shop.

Vol. 1x

PITTSBURGH, PA., APRIL 1928

No. 4

## MR. JOSEPH M. MEYERS, THEATRICAL PRODUCER



It may look like a far cry from department store management, statistical studies, systems inventions and store operation to theatrical production, but it's only a step for Mr. Meyers! It was his good business management that put the play over in a big way last year. The business manager of a project as big as our annual play has a large sized job on his hands. But Mr. Meyers tackles the job with quiet efficiency. He has full confidence in the Kaufmann Players and in the loyalty of every Kaufmann fellow worker. We'll fill the Mosque every night, Mr. Meyers, of course we will!

Mr. Oliver M. Kaufmann backs the annual show of the Kaufmann Players from start to finish. Largely due to his strong confidence in the project, Kaufmann Players have made a name for themselves and brought credit to our store. His confidence in the big undertaking is an inspiration to the players and to all who are supporting the show.

### MR. FRANK SHEA, *Director*

Mr. Frank Shea, assisted by Mrs. Shea, demonstrated last year, and the year before, how he can make finished performers of the Kaufmann Players. He's a wizard when it comes to coaching amateurs. He tells us that this year's play makes circles around last year's. We have learned to believe Mr. Shea when he makes promises like that for the Kaufmann Players! He was leading comedian with George Cohan for years and we are indeed fortunate to have Frank Shea direct our show.

*General Committee*—Mr. O. M. Kaufmann, Mr. J. M. Meyers, Mr. Philip Paley, Mr. Fred Weston, Mr. H. I. Minnick, Mr. B. L. Traub, Mr. E. R. Clarkson, Mr. L. Schwartz, Mr. Herbert Heyman, Miss Helena Fitzsimmons, Mr. John Kelley.

*Ticket Committee*—Mr. Paley, chairman; Miss Maloney, Mrs. Snyder, Mrs. Reynolds, Mr. Adelsheim.

*Publicity Committee*—Miss A. C. Hunter, chairman; Miss Justice, Mr. R. Friedlander, Mr. Traub, Miss Fitzsimmons, Miss Maloney.

## FLOOR COMMITTEES AND "RED WIDOW" BOOSTERS

*Downstairs Store*—Miss McCorkindale, Mr. H. Jacobson, Mr. A. Haas, Mrs. S. Swift, Mr. J. Salomon, Miss M. Elser, Mr. H. DeVinney, Mr. W. J. Crock, Mr. Greer, Mr. C. Sonnehorne, Mr. A. Greenstone, Mr. J. Armstrong, Mrs. M. Tinnemeyer, Mr. C. Barner, Mr. C. W. Searight, Mr. A. Bodine.

*First Floor*—Mr. Hook, Mr. Dinsmore, Mr. Brownlee, Mr. Thompson, Mr. Hare, Mr. Blackburn, Miss Rogner, Mr. Stedding, Mr. Sexton.

*Second Floor*—Mr. Hanauer, Mr. Combs, Mr. Lewis, Mr. Miller, Mr. Sugerman, Mr. Walker, Mr. Auen, Miss Almen, Mr. O'Donnell.

*Third Floor*—Mr. Rush, Mr. Sauers, Mr. Rafael, Mr. West, Mr. Matz.

*Fourth Floor*—Mrs. Schaming, Miss Sullivan, Miss Harper, Miss Williamson, Miss Upperman.

*Fifth Floor*—Mrs. DeBenedictus, Miss Boyd, Mr. Finn, Mr. Dunn, Mr. Brautigam, Mr. Anthony, Mr. Broecker.

*Sixth Floor*—Miss Riley, Mr. McLeod, Miss MacDonald, Miss Weyman, Miss Schultz, Miss Marques, Mr. Davis, Mr. Cohen, Mr. Lacey, Mr. Schwartz, Mr. Mohr.

*Seventh Floor*—Miss Peters, Mrs. Carson, Mrs. Wiley, Miss Sporer, Miss Cotton, Miss Whorel, Mr. Nicholas, Mr. Tandy, Mr. Johnston, Mr. Heidler.

*Eighth Floor*—Miss Keefe, Miss Meyers, Mr. Linder, Mr. McCreedy, Mr. Gary, Mr. Cavanaugh, Mr. Kundy, Mr. Flory, Mr. Snaman.

*Ninth Floor*—Mr. Silverstein, Mr. Cornell, Miss Hill, Mr. Ross, Mr. Reinard, Mr. Soldstone, Mr. Simon, Mr. Miles, Mr. Edwards, Mr. Davis, Mr. Bedell, Miss Kuntz.

*Tenth Floor Committee*—Mrs. Reynolds, Miss Sauers, Miss Foley, Miss Sobel, Miss Newell, Miss Pauley, Miss Nolan, Miss Donley, Miss Stephenson, Miss Fabian, Miss Stewart, Mrs. Snyder, Mr. Thiery.

*Eleventh Floor*—Mr. J. C. Hannon, Mr. Ascherfeld, Mr. Caputa, Mr. Donovan, Mr. Hornberger, Mr. Knorr, Mr. King, Mr. Mennigke, Mr. McDonald, Miss Robinson, Mr. Stewart.

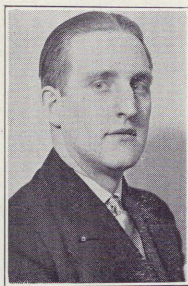
*Twelfth Floor*—Mr. Reizenstein, Mr. Grigsby, Mr. Hurley, Miss Lynch, Miss Flynn.

*Thirteenth Floor*—Miss Moore, Mrs. Jacoby.

*North Side Service Station*—Mr. E. Cummins, Mr. L. G. Spencer, Mr. Fred Gottschaldt, Mr. Cecil Willis, Mr. Geo. Guckert, Mr. Ray Bottorf, Mr. R. M. Smith, Mr. Aleck Wassel, Mr. J. Swan, Mr. Chas. Jahn, Miss Rachiel Geis, Miss Catherine Thomas.

*Forbes Street Service Station*—Mr. Hanlon, Miss Russman, Mr. Nuttall, Mr. Geisler, Mr. Kirk, Mr. Spokane, Mr. Griffin.





## Appearing in "The Red Widow"

Anna Varvara (The Red Widow)	Ada Minneman
Mrs. Butts	Helen Replogle
Countess Alexandria	Madeleine Walsh
Yvette	Anne Hirz
Captain Romanoff	Richard Elvis
Mr. Cicero Butts	Harry Mohr
Dick Graham	Judson Hare
Popova	Alan Gumbert
Hotel Clerk	Ray Brautigam
Oswald Butts	Edward Jenkinson
Baron Scareovich	Harvey Stitzell
Count Ivan Scorploff	Harry Jacobson



### DANCERS

Mabel Spangler, Helen Sullivan, Leona Sauers, Mary Connolly, Gertrude Frank, Goldie Wesosky, Peggy Orr, Mildred Strum, Helen Trempler, Agnes Huth, Emma Bartha, Alice Brown, Rose Cup's'ick Betty Bard.







## Syria Mosque, April 30 to May 5

### HOOFFERS

Jack Lagoria, Harry Woodmansee, Eddie Dorgan, Orville Brandt, William Newman, Gervin Brown, Harold Braverman, Leonard Jacobs, George Barnisher.

### GENTLEMEN OF THE ENSEMBLE

John Fisher, Frank Murphy, Edward Mansmann, Jerome Fonner, William Bradford, Otto Hook, Harry Clemens, Fred Breckenfelder, Joseph Ruffing, Harold Olsen, Harry McCullough, Leonard Jacobs, Kay Miller, Isadore Goodman, Frank Dolan, S. Thomas, E. Stewart, Charles Azarro, Sam Goldstein, Hyman Mater, Cliff Luff, Louis Stein.

### LADIES OF THE ENSEMBLE

Katherine Ricketts, Rose Levine, Helen Coppy, Dolores Albrecht, Anna Totton, Maxine Spencer, Gertrude Trautman, Mary Ciminell, Helen Naggy, Louise Etzel, Mary Mayernick, Mary Metro, Margaret Schmidt, Amelia Stepanovich, Bertie Dempsey, Pearl Crantz, Freda Klein, Lucille Barnett, Ruth Schaefer, Goldie Colker, Mildred Skillman, Helen Frank, Ruth Rhay, Nellie Mantin, Flora Rettinger, Alice Gaugler, Helen Mahoney, Goldie Savenberg, Kay Miller, Margaret Kitay, Anna Lober, Edna Johns, Margaret Imfang, Dorothy Leach, Helen Bonyak, Isabelle Cunningham, Anna Weber, Sally Thomas, Elinor Stewart, Ruth Wiltshire, Peggy Howard, Mary Stupak.





## MR. E. J. KAUFMANN FIRST TO MAKE PITTSBURGH-PARIS 'PHONE CALL



Within a few hours after the transatlantic circuit had been put into service, Mr. Edgar Kaufmann talked to Mr. Charles Roditi in our Paris office. Land wires, wireless and submarine cables were all put into use in making the Paris call. Mr. Kaufmann was the first person to make the Pittsburgh to Paris call; Mrs. Parsons was the first operator to make this connection and Miss Clinton, the first secretary in Pittsburgh to take dictation on a transatlantic

call. It will be remembered that Mr. Kaufmann was also first to make use of the Pittsburgh to London telephone service when it was inaugurated less than a year ago.

Mr. Kaufmann left Pittsburgh on Wednesday, March 28th and sailed for Europe on the 31st. Through the Storam he wishes to say goodbye to all those fellow workers whom he was unable to see personally before he left.

### "JUST LOOKING" CUSTOMERS ARE WELCOME

Our store holds open house every hour of every business day. Our advertisements are our invitations to the general public to come to see us. Our advertisements mean to carry with them the assurance that every one who enters our store is welcome and will be received with true hospitality. Naturally, many people who have read an advertisement which invites them to come to see this or that new merchandise, will come just to see it. They may have no immediate intention of buying at the time. They are just as welcome. It is definitely our store policy to extend full measure of courtesy and interest to every person, regardless of whether that person has come to buy or "just to look". Not only is this good manners, but it is good business. The "just looking" customer will return to spend her money at the store where she was properly met when she was just looking.

#### FOR INSTANCE - -

Miss Sarah Schneir, of the Toilet Goods Department, recently noticed a customer who paused rather indifferently before the counter, and said she was "just

looking". But Miss Schneir figured that if the woman was interested enough to read the labels on some jars of cream, she would be even more interested in hearing about the cream. (If you really know much about your merchandise, it's always possible to interest customers in it. If you talk with conviction, you are listened to with respect.) So Miss Schneir told this customer about this particular cream—how it was a splendid skin food, particularly good for one whose skin needs good nourishment. Miss Schneir is "sold" herself on the merchandise and she likes to introduce it to people who need its benefits. The customer, who had worn an expression of utter indifference when she stopped at the counter, became sincerely interested. She felt that she had found a cream which would benefit her; she felt confidence in Miss Schneir's recommendations and in her directions for the use of the cream. To make a long story short, this customer purchased a number of items which Miss Schneir selected for her, and the total transaction came to \$13.50. And this from a "just looking" customer!



## STARS IN THE CHILDREN'S FASHION SHOW



The weentiest-wee model, was a tot of two-and-a-half years. She wore her new frocks and hats with a charming air! The frock in this picture is a French import.

Probably the most popular event in the whole store calendar is the Children's Fashion Show, which follows the grown-up's fashion revue in March. The charming little models, who are pupils of Miss Barth's dancing school, enter into the spirit of the occasion with a vim that is most contagious! Miss Beglan, buyer of the Children's Shop, Mr. West, buyer of Boys' Clothing, Miss Weber, buyer of Infants' Wear and all their assistants are to be most heartily congratulated for the success of the show.



Little brother, above, stepped along fashion's fairway with a smile that captivated all beholders. He wears in this picture a simple little suit with a white wash satin waist.

## FABRICS IN FASHIONS SPOTLIGHT

The Fabric Sections held open house the week of March 12th. A spirit of hospitality pervaded the floor—every one seemed interested in helping customers to select becoming and appropriate fabrics for spring wardrobes and in suggesting ways to make up the materials into modish frocks and suits. Miss Elsie Johns, formerly associate editor of Harper's Bazar, spoke twice daily on the subject of style trends and gave much practical aid to home sewers. Miss Josephine Miller, stylist in the Fabric Sections, assisted customers in the selection of becoming colors and appropriate materials and trimmings. At the twice-daily fashion revue, mannequins displayed attractive frocks, ensembles, sportswear and suits to show how the new fabrics look when made up. Seven of our own girls acted as models in the Fabric Fashion Show. They were: Miss Mildred Sturm, whose picture is



shown here, Miss Mary Frances, Miss Sally Thomas, Miss Alice Gogler, Miss Dorothy McIntyre, Miss Margaret Imfang, Miss Helen Bonyak, Miss Amelia Strong.

Many new materials had their first presentation here during Fabric Week. The art of the weaver was never so subtle as it is this season. Some of the finest artists in this country and in France have designed the patterns found in the new prints. For example, there are the Cheney Crystal Prints reproducing the wonderful flowers in glass by the famous Hungarian artist, Ladislav Medgyes. Fietelle is another new fabric that won much praise from Fabric Fashion Show visitors. Pompadour taffetas, called back to favor, recall the gay court of long ago when Madame Pompadour was the reigning beauty in the king's high favor. Almost as lovely as the silks are the cotton prints of this season.





## *Here's to the "Outside Service Men"!*

We people at the store, who have immediate contact with customers and merchandise, often forget that there is another group of fellow workers who are indispensable to the operation of our business. These are the "outside service men"—if we can give a general name which includes all of this group. No general name does quite cover all the varied workers in this group. And certainly one page does not cover the subject as we would like to present it to the readers of *The Storagram*. The skilled craftsmen in the cabinet shop, in the piano and radio repair, in the paint shop and the garage should have a whole issue of this paper to themselves. So should the chauffeurs. So should the shippers. So, indeed, should every other department in this division of our organization which we have termed "outside service". Their work is of the highest importance to the success of our store. The finest merchandise our buyers can secure and the best salesmanship our salesforce is capable of would all be lost if the outside service people did not make their valuable contribution to this great business. In the following pages we present just a few pictures. In future issues of *The Storagram* we hope to present articles written by some of these outside service men, telling in detail more about this side of our store work.



## N. S. SERVICE STATION, CARPET AND DRAPERY WORKROOM



Mr. Gottschaldt and Mr. Willis, Managers

*First Row—Catherine Ricketts, Emma Beck, Mary Reilly, Mildred Novak, Anne Scanlon, Lucinda Brown, Jeannette Gordon, Margaret Price, George Lang, Frederick Gottschaldt, (Manager). Second Row—Mrs. Rachael Geis, Jean Pinkerton, Myrtle White, Catherine Thomas, Florence Maxwell, Mayme McFadden, Marie Szanto, Isabelle King. Third Row—Joseph Vettors, William Harrison, Elmer Barth, Clarence Hough, Harry Franz, Irwin Linder, Boris Western.*

## N. S. SERVICE STATION SHIPPING DEPARTMENT



*First Row—Edward Brush, Frank Weaver, Harry Schaeffer, Corlus Harper, Frederick Rose, Emmett McHugh. Second Row—Jasson Swan, Raymond Beardsley, Charles Geis, William Beck, Alfred Bosworth, Ira Harmon, William Tracy. Third Row—William Boody, Harry Perkins, John Perrott, Leo Heisel, Raymond Bottorj.*



## N. S. SERVICE STATION OFFICE STAFF AND STOCK MEN



*First Row—Alexander Wassel, Lee Carle, Frank Nagel, Aleck Kirslein, Adolph Johnston, David McConnell, James Ward. Second Row—Richard Smith, John Fisher, John Freundt, Frederick Kraus, Jack Lagorio, Irwin Gershon, Charles John, Edward Cummins (Superintendent). Third Row—Harry Grossopf, William Bowers, Andy Roellinger, Clarence Wells, Patrick Costello, Otto Painter, Edward Zelliott, Samuel Sigal. Fourth Row—Frederick Shademan, Hans Gundecker, Richard Croke, Albert Knock, John Trischler, Charles Lehman, George Serbaum.*



## NORTH SIDE SHOPS AND BENCH MEN

*Joseph Duplanti, Joseph Knabel, Jacob Klaus, Gus Urschler, Frederick Beck, Charles Bloedel, Otto Marsalek, Charles Fritzges, James Hunter, Charles Wolni, Jacob Heffner, Edward Bostwick, William Schimpf, Albert Orr, Jacob Bachmeir, Andrew Poslek, William Bartoli, Max Mueller, Fabian Gerick, Jacob Nussbaumer, Paul Stumpf, Charles Gust Cyril Docek, Frank Harvat, John Bauer, George Dagan, Joseph Schriffel, William Kratz, Mr. George Guckert, Manager*



the  
the  
clean,



# DIAMOND AUTO PARK MEN

*Joseph Blice, Harry G. Mitchell, Marcus C. Kerr*



This  
Delivery  
pretty spry camera man that would catch all the action here. They move fast out here. They have to, to keep up with the constant procession of parcels that move on the conveyor. As the markers take the packages from the bins, they mark the route number on each one, then they toss the parcels on the conveyor (a moving belt). Sorters pick the packages off the belt, according to the route number (each sorter has certain routes), and they, in turn pass the packages on to the sheet writers. These young women copy on sheets the names and addresses from the address labels, and then they toss the packages into the bins for the chauffeurs. This hurried account of the routine of

## Delivery Men Play Important Role

"The delivery man has a chance to mar or make the customer's impression of the transaction. It is astonishing how often he makes it. Faced with difficulties of weather, delays and discourtesies, in a large number of cases he keeps his appearance and his schedule and his courtesy, and not only delivers the article as if it were worth something, but as if the person to whom he delivers it were a valued



## Three Busy Offices at Forbes Street



### C. O. D. OFFICE

*Miss Ida Russman C. O. D. Cashier*

Miss Russman is not only an expert cashier, she is likewise a member of the Stand-By-Club. More than that, she is counsellor, guide and friend to every one at Forbes St. S. S.

### PARCEL POST

*Miss Anna Sadowsky, Miss Jean Serbin*

This department was recently moved from the store to Forbes St. S. S. Miss Sadowsky and Miss Serbin probably know more about geography than most fellow workers. They weigh and stamp, and send upon their travels packages to all parts of the world! Merchandise purchased at our store may be sent, post free, to any post office in the United States.



### RETURN GOODS DEPARTMENT

*Mr. Thomas E. Armstrong*

Mr. Armstrong is also Captain of the winning Safety Team. As manager of the Return Goods Room, he receives the returned merchandise which has come in on Wagon calls, sorts it by floors and places it in hampers which go to their designated floors in the store. Mr. Armstrong could probably write volumes about why merchandise is returned.



## BANQUET FOR SAFETY TEAMS



*Left Row, front to rear—Albert Conley, Joseph Hadley, Eugene Heck, Harry Goodworth, Robert Snape, David Kelly, Joseph Ruppert, C. J. Hanlan, Alfred Bosworth, Raymond Bottorf, George Guckert, Thomas E. Armstrong. Right Row, front to rear—Harry Doerfler, George Erb, Lawrence Ufheil, John Stinson, Albert Mauer, C. Samuel Ground, Harold Bucher, Henry Nuttall, Cecil Willis, Edward Cummins, Frederick Gottschaldt, Harry I. Minnick.*

Captain Armstrong's winning team (pictured on page 13) were the guests of honor at the Annual Dinner, held on the evening of March, to award the coveted cup to the drivers who had the fewest accidents for the past year. To toast the winning team at this dinner, came the captains of the other Safety

Teams, also Mr. Cummins, Superintendent of the North Side Service Station, Mr. Hanlan, Superintendent of Forbes St. Service Station, Mr. Bucher, Manager of Outside Operations, Mr. Minnick, Store Superintendent.

### WHO AM I?

I am more powerful than the combined armies of the world.  
 I am more deadly than bullets, and  
 I have wrecked more homes than the mightiest of siege guns.  
 I steal in the United States alone over \$500,000,000 each year.  
 I spare no one, and find my victims among the rich and poor alike, the young and old, the strong and the weak; widows and orphans know me.  
 I massacre thousands upon thousands of wage earners in a year.  
 I lurk in unseen places, and do most of my work silently. You are warned against me, but heed not.  
 I am relentless, I am everywhere; in the home, on the street, in the factory, at railroad crossings, and on the sea.  
 I bring sickness, degradation and death, and yet few seek to avoid me. I destroy, crush and maim; I give nothing, but take all.  
 I am your worst enemy.  
 I am CARELESSNESS.

—Exchange.

Driver Earl R. Stimson, Route 10, sent in the above article. It is published in the Storagram in the hope that every one who reads it will give earnest thought to its message. Let us all, no matter in what capacity we work, pledge ourselves to give our intelligent support to this NO-ACCIDENT CAMPAIGN.

### The Reason

*The reason people pass one door  
 To patronize another store,  
 Is not because the busier place  
 Has better silks or gloves or lace,  
 Or cheaper prices, but it lies  
 In pleasant words and smiling eyes;  
 The only difference, I believe  
 Is in the treatment folks receive.*

—Edgar Guest



## HURRAH FOR THE STAND-BY CLUB!

### *They're First With Anniversary Preparation*

The following message was sent to The Storagram by the recently elected president of The Stand-By Club, Mr. I. Hohenstein.

I am prompted to write this message to you fellow members of The Stand-By-Club, because of the remarks of our worthy president, Mr. E. J. Kaufmann. You will recall that at the last meeting of the Club, Mr. Kaufmann said, among other things, that it is no reflection on us to stand aside and make room for the younger men and women who are destined to carry on, where we will leave off. He said that we had performed our duties well and that the fact that we have been with this institution twenty years or more is conclusive evidence that this is so.

Now I, for one, listened to his talk with great interest and was much impressed, as I always am when Mr. Kaufmann speaks. But I refuse to admit that I am through! And I believe that many of you fellow Club members believe that you still have plenty of ability and PEP to perform a very good piece of work and that is why I was prompted to write this little message.

Now you all know that the month of June will usher in our fifty-seventh Anniversary, and I wonder if I may take the liberty of asking you Stand-By-Club members to put forth special effort during these big Anniversary days, to show our firm that there is abundance of PEP still left in all of us and that when we are put to the test we are still equal to the occasion.

I am sure if we older employees get together and work hand-in-hand with our younger successors that the coming Anniversary will be the greatest one in the store's history.

It's not too soon to think and plan, as there is a lot of work to be done. So my message to Stand-By-Club members is just this: Let's get busy and put all the power and pep we have into Anniversary preparations. I know that we all do put the best that is in us into our work, day by day—but the Anniversary calls for even greater efforts. Let's go!

I. HOHENSTEIN,  
President of The Stand-By-Club

## EXHIBIT OF FINE PHOTOGRAPHY IN CAMERA DEPARTMENT

We are greatly indebted to Dr. David Craig, of the Retail Research Bureau, for his untiring efforts to secure for us this notable exhibit of Mr. Holmes I. Metee's photographic studies. Mr. Metee is nationally known for his artistic photographs. Although he is comparatively new in the field of commercial photography, he is already achieving renown in that field, and as an amateur he has been a regular contributor

to the Pittsburgh Salon. He has repeatedly been chosen a judge of various photographic exhibits—a high honor, only conferred upon those who are recognized masters in the field. It certainly has been a privilege to have Mr. Metee's photographs in our Camera Department, and we have been proud to act as host to the great numbers of "amateur photography fans" who have been attracted by the display.

## SPECIAL COURTESY APPRECIATED

The general manager's office received a letter a short time ago from a customer who wished to go on record as being extremely grateful for service which she considered courteous and kindly. This customer is very deaf. She says that often in her shopping this is a great embarrassment to her, but that when she was shopping recently in our Notion Department, the young woman who waited on her there, showed her such kindly consideration that her shopping here was not only satisfactory, but it was a real pleasure.

It is probably true that every kindly act we do in the course of our work here, strikes a responsive chord in the recipients' heart. To be sure, people do not always take the time and trouble to write and tell us how grateful they are. Yet the sum total of these kindly and courteous acts do go to make up Kaufmann service. It is the high goal of this store to be known far and wide as the store where courtesy is never failing.

## NOT SO GOOD

A venerable old Scot purchased a little radio set and a few days later his friends asked him how he liked it.

"Weel, it's aw richt to listen to," he replied, "but those bulbs are nae so guid to read by."

LOST—In the 10th floor wash room, a gold bar pin with an aquamarine set. Will the finder kindly notify the owner, calling automatic 457?

## THIRTEENTH FLOOR NEWS

We all welcome Miss Catherine Moore, who has come to manage the Tulip Room. We are glad to offer her full co-operation and we wish her success and happiness in her work here.

The Tulip Room is receiving lots of compliments these days. Well, we think ourselves it is about the brightest and cheeriest eating place in Pittsburgh.

Time to change your diet from cold weather menus to warm weather foods. There is a difference. Sensible people watch their diet and spring-time is the time to eat plenty of vegetables, fruits and dainty salads. The Tulip Room offers good meat dishes, too.

Nick, the soda fountain man, is busy these days. The first warm days of spring bring thirsty crowds, and ice-cream-eaters are certainly multiplying as the mercury rises.

The Library has moved to the part of the Tulip Room which was formerly used for a rest and recreation room. This has been done to allow the entire space of the Recreation Room to be used for quiet rest. It is to be equipped for this.

## BEHIND THE TIMES

Daughter—"Dad, I want some money for my trousseau."

Father—"But, my dear child, I didn't even know you were engaged."

Daughter—"Good heavens, Father! Don't you ever read the papers?"



## "Red Widow" Dancers



### Seventh Floor News

Mr. Tandy, Miss Corbett, Miss Krauss, Mr. Coplan, of the China and Glassware Department, and Mr. Wolf, of the Advertising Department, visited the Consolidated Glass Co. at Coraopolis recently, to see how the new Ruba Rombic Glass is made. There is quite a story about this new, futuristic glassware. You may see some interesting specimens in the Glassware Department. And any of the fellow workers who visited the factory will be glad to tell you about it.

Miss Clara Brubaker, stock girl in the China Department, was married on March 21st to Mr. Adolph Stubenbart. The girls of her department had a miscellaneous shower for her and all wish Mrs. Stubenbart many years of happiness.

Miss Helen Mahoney and Miss Lucille DeHaven, of House Furnishings, are welcomed back after an absence due to illness.

We all miss our good friend Miss McKim, of the Art Wares Section. She was operated upon recently at the Passavant Hospital. Many fellow workers send her greetings and best wishes for a speedy recovery.

### MISS SPORER AND MISS REID VISIT CHINA FACTORY

Two more fellow workers recently had the privilege of visiting a factory to see how the products which they sell are made. Miss Sporer and Miss Reid made a trip to Zanesville, Ohio, where the Fraunfetter China Company have their factory. The factory managers extended them every courtesy and the two visitors were privileged to see every step in the process of manufacturing "Kookin China". This is the attractive new green-and-white cooking china which has recently been introduced in the China Department.

## Tenth Floor News

On Thursday evening, March 29, the girls of the Shopping Bureau and the Special Order Department united in a dinner and theatre party. Dinner was held at the New China Restaurant. The table had all the freshness of Spring, with golden daffodils on each end and a centerpiece of sweet peas which were made up of individual corsages, afterwards divided among the girls. For Miss Stephenson, alias Ann Adams, there was a fascinating corsage of delicate sweet peas with tiny yellow rosebuds intermingled. After dinner, the party migrated to the Nixon Theatre to see "Hit the Deck". The excellence of the Chinese cuisine and the musical program, added to the gay humor of every one present, helped to make the evening most enjoyable and one long to be remembered. The guests were Miss Louis Stephenson, Miss Blanche Colker, Mrs. Harry Norton, and Mrs. Edward Kroll, formerly employed in the Shopping Bureau.

Mrs. Snyder is back again with us after her quiet vacation, which she tells us was spent at home. Now she's busy boosting the sale of "Red Widow" tickets.

Friends of Dorothy Leech extend their sincere sympathy upon the recent death of her father.

Among the most important changes our Tenth Floor has experienced recently is the co-ordination of the telephone boards from the Bureau of Adjustment and the Shopping Bureau. The buzz of voices is missed in both departments, but a visit to the new telephone room to which the boards have been moved would convince us that the telephone girls like their new home, and its airy windows. Mrs. Davis is in charge of the telephone service.

Miss Green, of the Medical Department, wishes to thank her many, many friends, through The Storam, for their kind expressions of sympathy in her recent bereavement. She says she appreciates her store family now more than ever before.

Miss Marie A. Maloney, Employment Manager, spoke at the Congress of Women's Clubs on Thursday, April 5th. Present at the meeting were about sixty women, leaders in the League of Women Voters. Miss Maloney spoke on the subject of Personnel Work with Juniors.

Miss Maloney also spoke at Carnegie Tech recently, on the subject of Personnel and Employment, addressing a group of students who will soon graduate from the Department of Personnel Administration.

### MISS KIRCH PROMOTED

Miss Ida Kirch was recently promoted from the position of employment interviewer to that of assistant buyer and sales in a new department on the ninth floor—Pillows and Scarfs, under the supervision of Mr. Davies. Miss Kirch's many friends throughout the store wish her all happiness and success in her new position.

### A LETTER FROM SOPHIE TUCKER

Pittsburgh, Pa.  
March 17, 1928

Dear Miss Richardson:

Both you and Miss Davies are peaches! The gowns are fine—perfect. The wrap is lovely! I am delighted with them. Am grateful to you for every courtesy. Again thanks and thanks and all good wishes.

Sincerely,  
SOPHIE TUCKER



## NORTH SIDE SERVICE STATION BOWLING LEAGUE

The North Side Bowling League brought its season to a close on Thursday, March 29th. Captain Brush, with his team of DOWN-ALL'S won the high prize in the play-off, defeating Captain Carlin and his TAKE-ALL'S.

DOWN-ALL'S			
Geis	81	89	113
Bosworth	141	117	133
Beardsley	150	110	129
Willis	131	157	114
Nagel	137	115	109
Bauers	88	142	104
Jahn	132	140	95
Perrott	139	129	117
Brush	103	154	104
Lagorio	97	89	114
Totals	1197	1242	1132

TAKE ALL'S			
Perkins	125	95	82
Lanz	92	118	95
Miller	97	101	94
Weltz	134	108	95
Bottorf	113	100	126
McGoey	134	128	99
Wassell	63	115	138
Rose	134	122	104
Carlin	105	108	116
Lagorio	97	89	114
Totals	1094	1084	1063

### STANDING OF TEAMS AT CLOSE OF NORTH SIDE BOWLING LEAGUE

Captain	Team	Won	Lost
Jahn	Oaks	45	27
Bottorf	Birch	43	29
Willis	Chestnut	40	23
Wassell	Poplar	33	39

## STORE BOWLING LEAGUE

The Store Bowling League closed its season on March 19th. A banquet was staged by the League, at the Lotus Club, on Sidney Street, Saturday evening, April 14th. The prize for one game won was given to Clifford Luft, of the Children's Shoe Department. High score for three games brought the prize to George Erb, of the Forbes St. S. S. Paley's Pills finished last, with the high team score. Goldsteins Ivories, captained by Stevens, finished first. Each individual got a well earned prize.

Name	Team	Games	Ave.
Fichter	Mark Ups	54	135-12
Weiland	Cubs	54	134-53
Erb	Pills	36	132-29
Robson	Ivories	63	132-29
Luft	Hounds	63	131-16
Haight	Cubs	51	131-3
Stevens	Ivories	57	128-24
Englehart	Hounds	21	126-17
Drake	Colts	51	125-34
Mansmann	Pills	15	124-10
Anderson	Ivories	45	124-28
Linder	Pills	32	122-21
Roth	Colts	48	122-26
Paris	Hounds	54	121-2
Garrity	Colts	27	117-23
Folina	Mark Ups	60	116-43

Knauser	Mark Ups	9	116
Kelly	Pills	44	115-22
Burton	Cubs	46	115-12
Jacobson	Hounds	57	114-34
McNamee	Mark Ups	57	114-24
Meyers	Hounds	54	113-51
O'Donnell	Cubs	50	112-2
Stitzell	Mark Ups	59	110-1
Conaboy	Ivories	51	109-36
McDonald	Colts	27	107-10
Follet	Ivories	60	107-18
Andrews	Mark Ups	38	104-37
Ertle	Cubs	48	104-22
Flory	Pills	39	103-25
Brantigan	Pills	36	101-5
Eggers	Colts	40	94-37
Thiery	Hounds	54	92-38
Individual High Score (1 game) Luft		10/17	241
Individual High Score (3 games) Erb		11/21	508
High Team Score Paley's Pills		11/21	719

Teams	Won	Lost	Pct.
Ivories	38	25	.603
Mark Ups	36	27	.571
Cubs	35	28	.555
Hounds	31	32	.492
Colts	27	36	.429
Pills	23	40	.350

## NOTICE TO BASEBALL FANS

The Base Ball season is just around the corner. Coach Levinson is getting a team together, and he's still looking for good material. Kaufmann's Base Ball Team will do some good work this season. See Coach Levinson if you want to come out for the team. Sporting Goods Department, Second Floor.



## THE JUNIOR PARTY WAS A BIG SUCCESS



If you want to have a really good time, just come to one of these parties that the younger crowd at the store know how to stage! Our Auditorium has been the scene of some mighty good times, in the history of this store family, but the Junior Party, held on the evening of March 27th, was one of the most successful social events ever held there. First there was a delicious dinner in the Tulip Room, followed by a programme of moving pictures, music and dancing in the Auditorium. At dinner Mr. Fred Meyers entertained with clever songs, accompanied by

Miss Wiley. Mr. Miller, of the Camera Supply Department, was an extremely active performer at the Junior Party; it was he who operated the movies, it was he who secured Mr. Meyers for us, it was he who brought his Society Orchestra which furnished that good dance music. The committee who arranged all the details of this successful party were: Miss Caroline Hincks, chairman; Miss Marie Maloney, Miss Josephine Pauley, Miss Jewel Foley, Mr. Jake Thiery, Miss Mary Elser, Mr. William Grigsby, Miss Catherine Moore and Mr. Charles McDonald.

### MEN EMPLOYEES' BARBER SHOP

Open from 8:30 a.m. to 6 p.m.

Men employees find it mighty convenient to drop into their own Barber Shop, located behind the scenes on the Sixth Floor. Mr. Roth, in charge, suggests that it is a good thing to phone for appointments. Automatic 284.

### OPTIMISM—PLUS!

Passer-by: "Dear me, my good man, did you fall down the steps?"

Inebriate: "Yea, but it's all right; I was goin' down anyway."

### MUST HAVE BEEN POTENT

"Did you get home all right last night, sir?" asked the street car conductor.

"Of course—why not?" came back the passenger.

"Well, when you got up to give your seat to that lady last night, you were the only two people in the car."

### WONDERFUL!

Lady: "Isn't it wonderful how a single policeman can dam the flow of traffic?"

Boy: "Yes, grannie; but you should hear the truck drivers."

### FREE LEGAL ADVICE FOR KAUFMANN FELLOW WORKERS

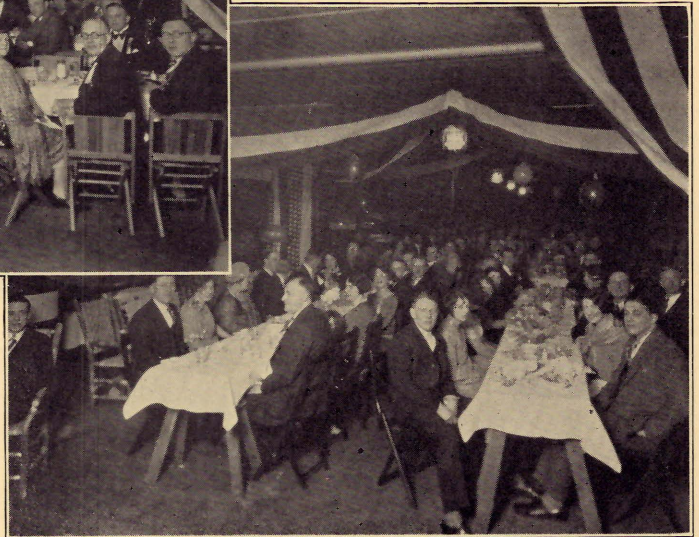
The services of the Legal Aid Bureau, conducted by the Kaufmann Employees Beneficial Association, are at your disposal every Wednesday and Saturday mornings, from 9 to 10 A. M. The Attorney for the Legal Aid Bureau has his office on the 10th floor. There is no charge for his advice.



## North Side Service Station Knows How



### *Easter Party a Memorable Event*



To transform a whole floor of the big warehouse into a handsome banquet hall, to set forth a hot roast chicken dinner for nearly five hundred people, and to keep a lively programme of music, dancing and games going all evening—well, we call that acting the host in royal fashion! It's safe to say that the North Side Service Station hasn't been the scene of so much gaiety in years. It was a great party. Every guest gasped with wonder upon entering the second floor. Could this be the "warehouse"? It was completely transformed into a beautiful scene. Every pillar was completely covered with colorful drapes. The ceiling was hung with red-white-and-blue bunting. The lights were not "warehouse lights" but gay affairs in Japanese lanterns. Miss Scheff, of the Furniture Adjustment office, sang. The principals of the Red Widow also entertained, with some delightful songs. Joe

Miller's Society Orchestra played during dinner and for the dancing afterwards. Yes, when the North Side Service Station plays host to fellow workers from the store and the Forbes St. Service Station, we'll say "they know how"!

The committees that managed this big affair so successfully deserve more credit than space permits us to express. They were:

General Chairman.....L. G. Spencer  
Finance.....R. M. Smith  
Dinner and Decorations.....F. Gottschaldt  
Entertainment.....Messrs. Guckert, Willis, Bottorf

#### BOOSTERS

Mr. Ted Ross, Mr. John Fisher, Mr. Gus Urschler, Mr. Fred Rose, Mrs. William Bowers, Miss Katherine Rickets, Miss Katherine Thomas, Miss I. King, Miss Ann Lanz, Miss Alma Loch.

Besides these, many others lent their willing aid.



# *Boost*

## "THE RED WIDOW"

FIRST, because it's a good show. The acting, the singing, the dancing, the costuming, the stage setting are all up to professional standards. Second, because it's *our* show. The cast have been rehearsing every night for weeks. They deserve our support. Third, because it's for our benefit. It is given for the Employees' Beneficial Association.



### *"How About a Theater Party?"*

THE first week the tickets went on sale, dozens of theatre parties were planned in the store. If you haven't arranged for *your* theatre party, better do it now! You'll be proud to bring your friends to this show.



### *Ticket Office on the Balcony*

CONVENIENTLY located in the Travel Bureau, on the Balcony, Fifth Avenue Side, is the Ticket Office where you may exchange your tickets for reserved seats. Get your tickets now! Let's fill the house every night.



FRANK SHEA, *Director*

SYRIA MOSQUE

Six Nights

—

April 30th to May 5th.